KEY WEST and THE FLORIDA KEYS

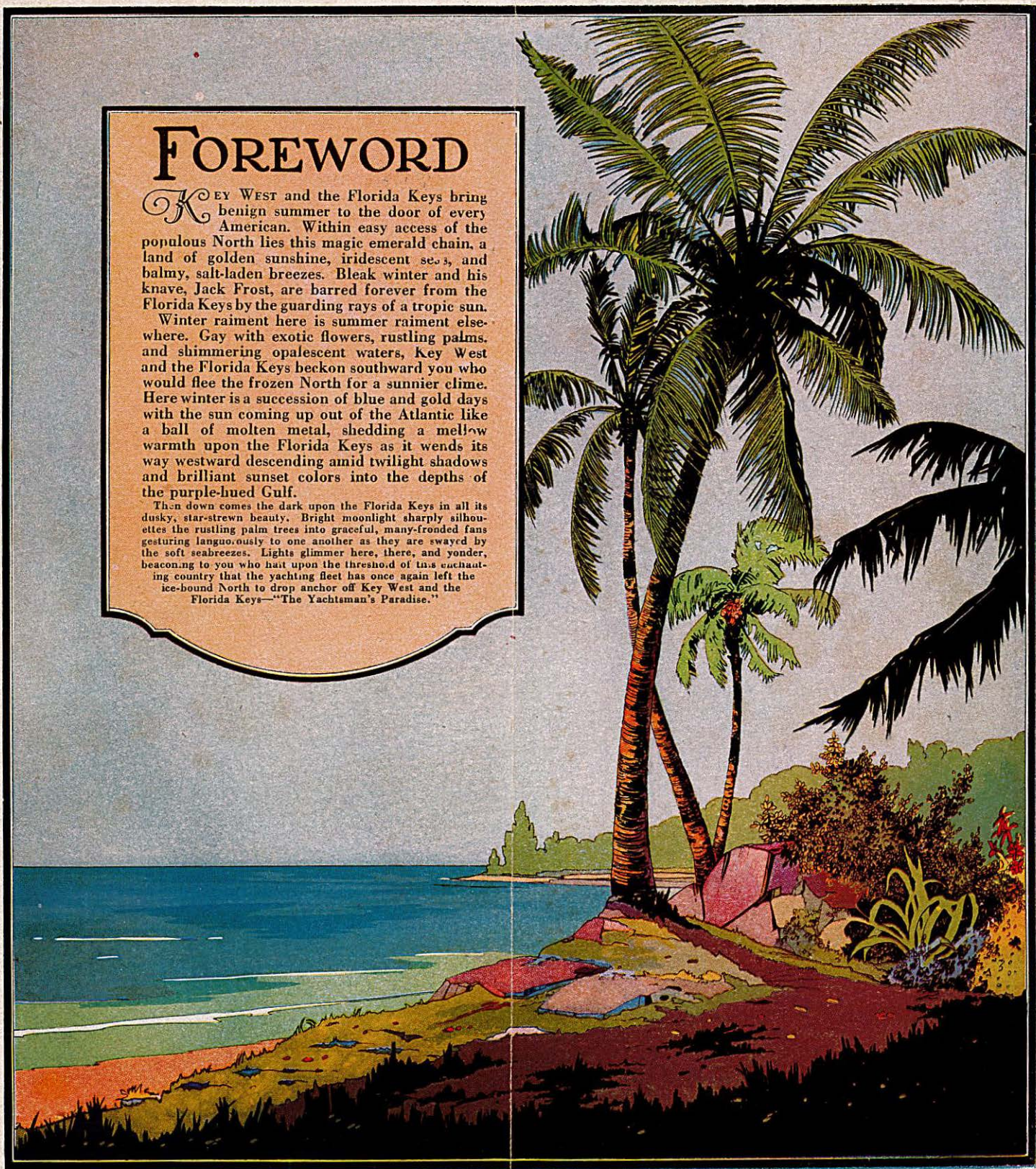
KEY WEST FLORIDA

FOREWORD

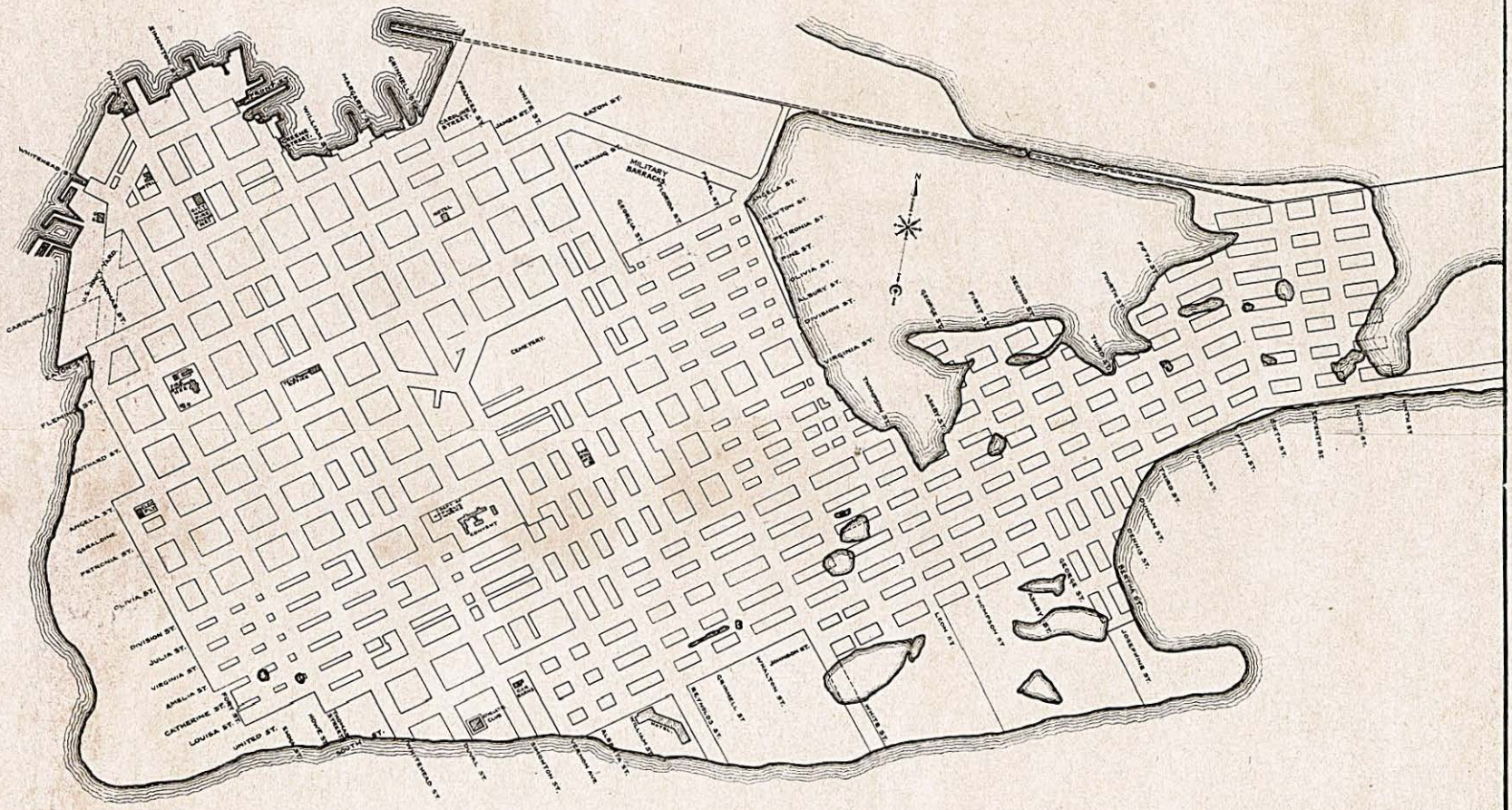
KEY WEST and the Florida Keys bring benign summer to the door of every American. Within easy access of the populous North lies this magic emerald chain, a land of golden sunshine, iridescent seas, and balmy, salt-laden breezes. Bleak winter and his knave, Jack Frost, are barred forever from the Florida Keys by the guarding rays of a tropic sun.

Winter raiment here is summer raiment elsewhere. Gay with exotic flowers, rustling palms, and shimmering opalescent waters, Key West and the Florida Keys beckon southward you who would flee the frozen North for a sunnier clime. Here winter is a succession of blue and gold days with the sun coming up out of the Atlantic like a ball of molten metal, shedding a mellow warmth upon the Florida Keys as it wends its way westward descending amid twilight shadows and brilliant sunset colors into the depths of the purple-hued Gulf.

Then down comes the dark upon the Florida Keys in all its dusky, star-strewn beauty. Bright moonlight sharply silhouettes the rustling palm trees into graceful, many-fronded fans gesturing languorously to one another as they are swayed by the soft seabreezes. Lights glimmer here, there, and yonder, beaconing to you who halt upon the threshold of this enchanting country that the yachting fleet has once again left the ice-bound North to drop anchor off Key West and the Florida Keys—"The Yachtsman's Paradise."



MAP *of* KEY WEST, FLORIDA



For further information about Key West and Monroe County, apply to

SECRETARY, CHAMBER OF COMMERCE

KEY WEST, FLORIDA

KEY WEST

"THE ISLAND CITY"

KEY WEST, the southernmost city in the United States, offers winter visitors the allure of tropical countries with continuous life in its great out-of-doors. Balmy sunshine, invigorating salt-laden breezes and ocean bathing all contribute to the happiness of those who love the open spaces. This joyous freedom from housebound conditions of the wintry North is the great boon granted by the Island City to those within her gates.

Those who are accustomed to the austere and barren landscapes of winter can not but remark the complete change of scenery to be found here, and joyously fare forth each day to revel in the allure of sea and sky with its vivid scenic vistas, or to participate in the multiplicity of open-air sports which are made possible by the marvelous winter climate.

No other city in the world enjoys the unique distinction that is accorded to Key West as an insular city, one hundred and fifteen miles out to sea, connected by railway with the mainland of the United States. Upon the completion of the Oversea Highway, which is now under course of construction from Key West to the peninsula of Florida, this city shall become world-famed as a terminal to two of the wonders of the universe.

Situated upon an island with marine surroundings of tropical brilliancy, shadowed by myriad coconut palms, possessing a climate unsurpassed for equability anywhere in the United States, its insular isolation made accessible by railway and highway, aeroplane and steamship, with developers working fairy-like transformations upon its verdant surface, Key West, the gateway to the tropics, welcomes you, whether homeseeker or tourist.

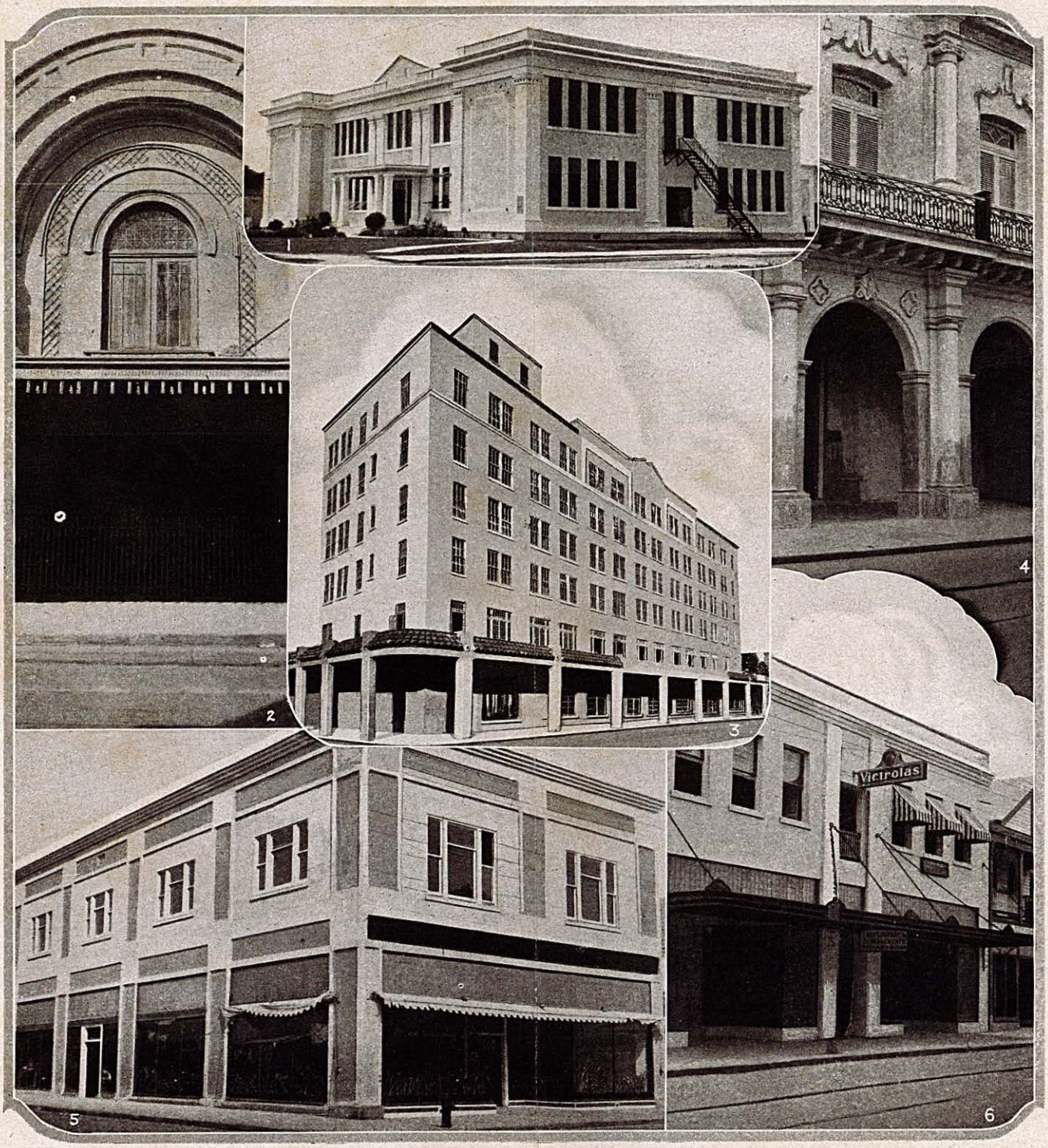
With its architecture reflecting the influence of the Spanish regime, its coffee shops, its turtle crawls, sponge and fish markets, its harbor dotted with ships from all over the world, its street vendors crying their wares in the liquid syllables of old Spain, and its cosmopolitan concourse of pedestrians thronging its coral streets, Key West has an old-world charm with a similar personality to the French quarter of New Orleans. Rich in tradition and romance, the city atmosphere here is indefinably fascinating with its custom-bound observances. Insular and hitherto isolated from the rest of the world, its code of living, like that of all islands, has been autocratic, easy unto itself.

These are the salient points of city life in Key West which are caught into colorful panoramas of strangely alluring sights by the stranger within its gates—and there has yet to be a single person who is not enthralled by its magic surrounding of sea and sky which greets the eye in every direction as the streets are traversed.

This is a city of sunny skies and breeze-swept shores where winter is summer and summer is eternal. This smiling country with its allure of tropical enchantment beckons you in hospitable gesture to join the vast throngs who are daily discovering "the splendor of the tropics" upon her fair shores.

Florida Keys — Magic Realm of Winter-Resort Fairyland

Key West is rapidly awakening from her apathetic indifference to what is going on in the outside world, and is speedily enhancing her radiant native beauty with the artifice of man. Many and busy are the hands at work upon her fair shores, transforming verdant wastes into palm-shaded drives, velvety golf courses, winter villas, and fishing lodges with piers thrust out into the shallows of its ocean front. Hotels, public buildings, apartments and houses are scheduled for erection here this winter. Already building activity has exceeded the total of three years' volume with promises of increased energy in this direction with the advent of the winter season.



KEY WEST'S NEW BUILDINGS

1. Monroe County High School. 2. Strand Theatre—Remodeling. 3. La Concha Hotel. 4. San Carlos Theatre. 5. Wolkowsky Building. 6. Renedo Building.

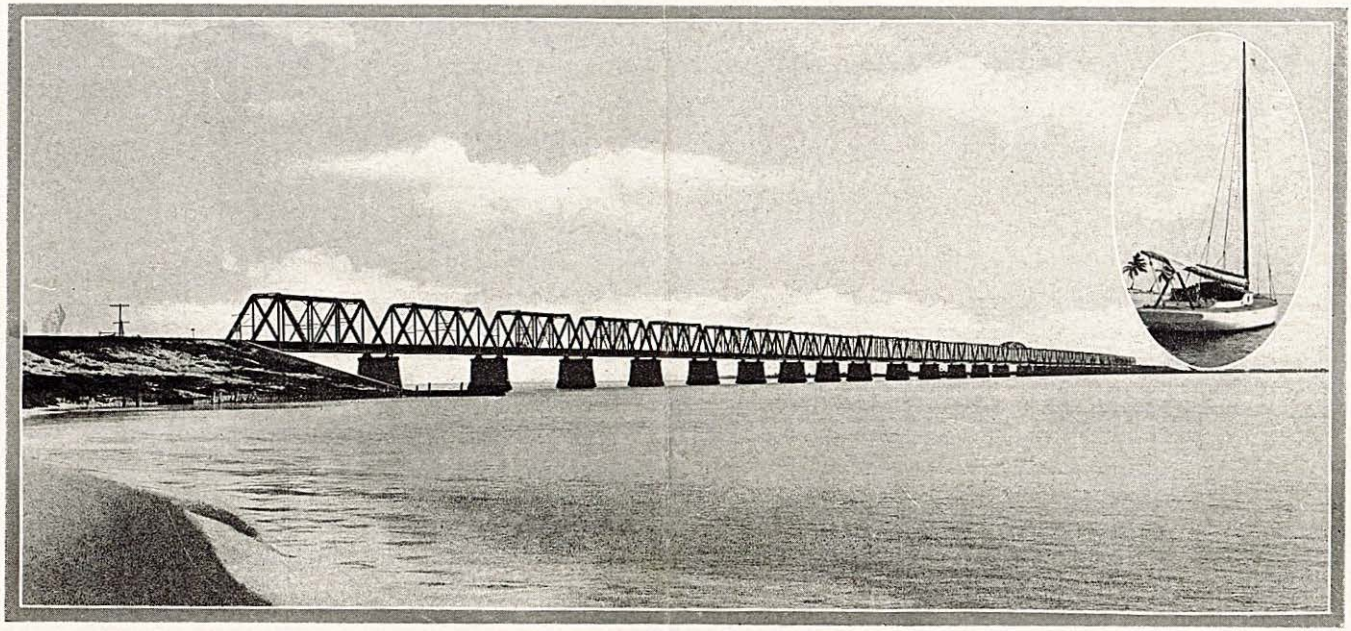
Elaborate winter resort developments are in course of construction upon the Florida Keys, almost every island in the chain being included in one project or another. Notable among them is the Key Largo Club Properties which is backed by Senator Butler, of Massachusetts, and others prominent in northern commercial life. Another development south of this one is the Largo City Properties embracing an expenditure of $20,000,000. There are numerous smaller developments amounting to thousands, hundreds of thousands and on to half a million of dollars in improvements which are being prepared on Key Largo this year. With the opening of that link of the Oversea Highway in January, it is felt that this island has a most roseate future as the site of many winter resorts.

Another Key, which is scheduled for winter colonization, is Upper Matecumbe. This island is owned by George Merrick, the Madison Holding Company of New York, and numerous multimillionaires who have winter homes there. A yacht club is already erected there which is controlled by fifty New Yorkers who spend the winter there annually for the fishing. This club is built in semi-colonial style with beautiful grounds surrounding it, and has a fleet of fishing boats ever in readiness for the use of its members.

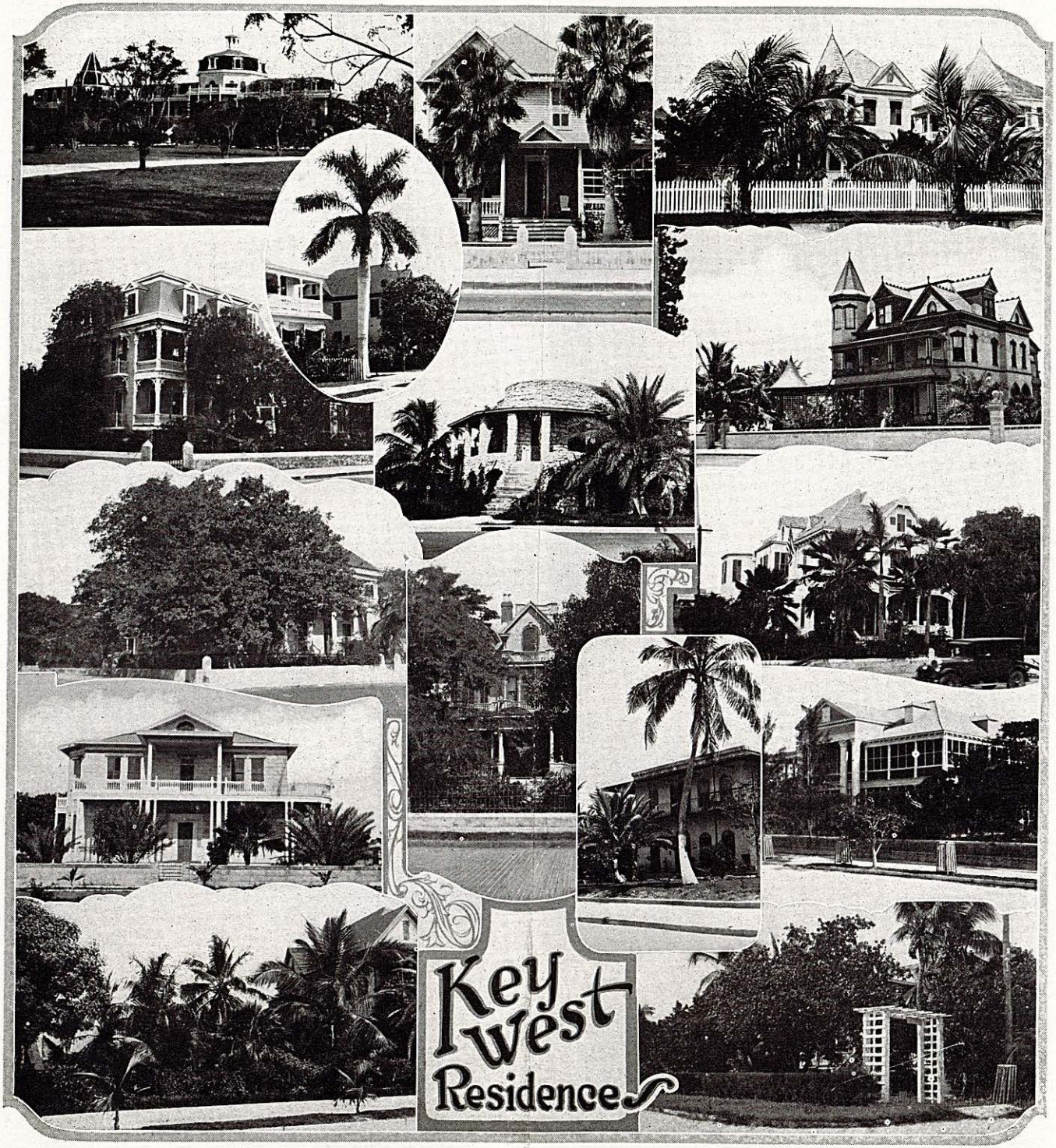
Plantation Key is the scene of much investment at present and it is rumored that a gigantic development is planned for this key by those who control it, although this can not be substantiated as yet. Lower Matecumbe is the property of the Matecumbe Properties, a subsidiary of the Miami Beach Casino Company, which is controlled by members of the Newport Beach Association. It is said that Lower Matecumbe is to be developed as a second Monte Carlo, rivaling the European resort in point of magnificence and scenic beauty. Long Key has long been famed as a fishing camp de luxe, operated by the Florida East Coast Hotel Company in conjunction with its chain of hotels from St. Augustine, Palm Beach to Miami and Key West. Here migrate many of the wealthy contingent for the game-fishing, and Zane Gray, the novelist, has established his winter home on this key for no other reason than that of angling for the gamey species.

Big Pine Key is the scene of development with fishing camps, winter-resorts, residential subdivisions all included in the program of activities for that island. At its southern end lie the New Found Harbor Keys, jeweled islets already converted into winter estates by Chas. Munson, of New York; Percy Cook, of Scotch Plains, N. J., and others who desire to combine the beauties of the tropics with privacy. Here the Miami Land Company is putting on a development located upon the largest key in the chain which is to be put on the market in the form of half-acre estates with every device pertaining to comfortable existence incorporated into plans for improving this island. These estates will be sold to a most exclusive coterie who desire privacy and luxury combined with the superb winter climate offered by the Florida Keys.

There is an enterprise in the first stages of organization upon Sugar Loaf whereby the natural growths of sponge



Florida East Coast Over-Sea Extension—Bahia Honda Viaduct


Key West
Residence

will be reinforced with an artificial sponge farm to be propagated in the waters immediately adjacent to Sugar Loaf at a little station named Chase. This was the site of a former attempt to propagate sponge which failed, but the present undertaking is profiting by that experiment and under the new regime of sponge growers will doubtless prove a success. R. C. Perky, wealthy owner of Key property and an enthusiastic advocate of the future of these islands as ideal winter-resort sites, is backing the project on Sugar Loaf. He has acquired the services of experts and his staff is composed of men who have made the sponge industry a life-long vocation. With their able assistance he feels that he shall succeed beyond his most optimistic hopes. This project is located over on the bay side of the island and in no way interferes or is connected with the many ocean-front resort projects which are afoot for that part of Sugar Loaf.

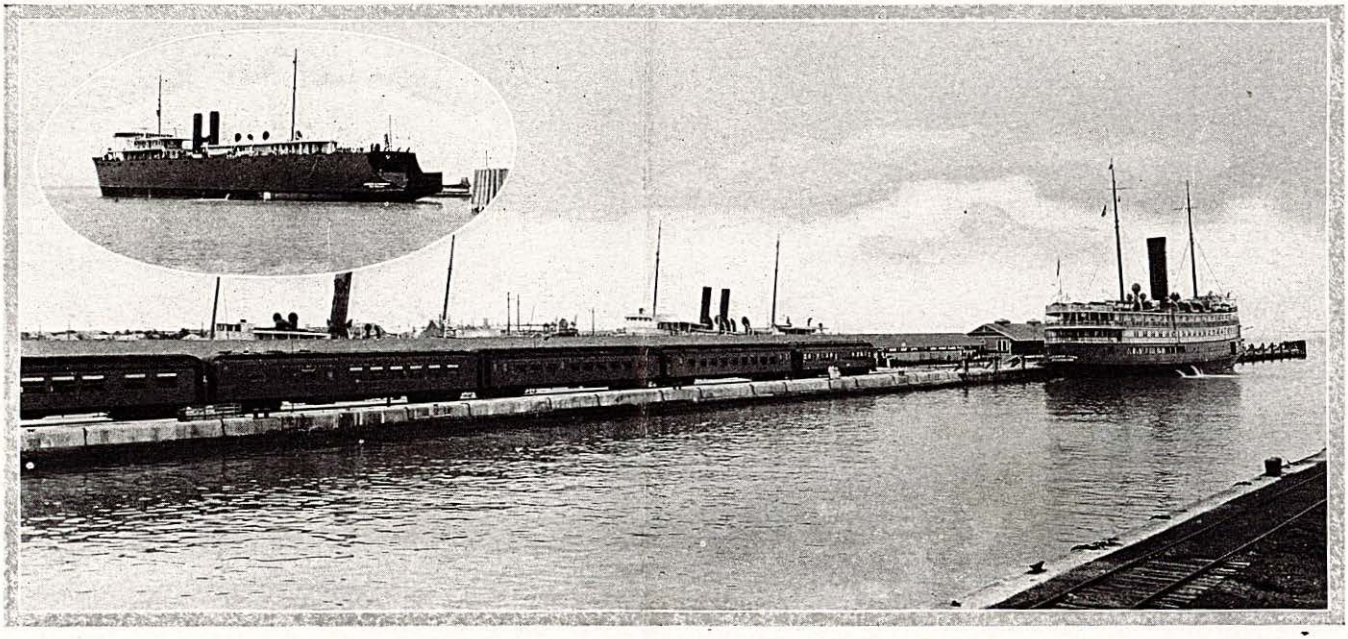
Although almost every island in the chain is included in the wide-spread plan of development that has been made for the Florida Keys, only those that are taking concrete form are mentioned here; for that reason, numbers of keys just as attractive as the ones described are omitted. They will without doubt have many interesting development stories to tell before the year is out.

For lack of authentic information, many similar developments must go unenumerated. There are many in embryo state now, that already will be announced before this publication is issued. But it is the policy of the Chamber of Commerce not to mention anything which is yet in the realm of unrealities unless its future actually is guaranteed. Details of pending plans of development upon any island of the Florida Keys may be had, however, upon request.

Forty-Eight Hours to Summer

Key West easily is accessible from northern and western cities because of the great diversity of transportation mediums feeding into this port. The marvelous Over-sea Railway, constructed over the Florida Keys by Henry M. Flagler at a cost of $49,000,000, affords direct train connection with every important city in the United States. New Yorkers entering Pullmans in Pennsylvania station when the weather is registering zero, forty-eight hours later will descend into the mellow sunshine of Key West's glorious winter climate. Chicago is but a few hours farther away and almost all of the North comes within that radius. "Forty-eight hours to summer" aptly emphasizes Key West's accessibility to all.

In reality Key West may be said to be the hub of the Western Hemisphere, since it likewise is the gateway to the West Indies, Central and South America and the Panama Canal. Owing to its strategic location in the waters of the Atlantic and Gulf, it is an important military and naval base in time of war. It possesses this same strategic importance from a commercial standpoint in peace-times, and is destined to become not only the most beautiful winter resort in southern United States but a marine and aerial port of world-wide consequence.



Florida East Coast Railway and Peninsular and Occidental Steamship Terminals.
Insert—Freight Car Ferry, "Jos. R. Parrott."

OVERSEA HIGHWAY

Views of Completed Links Over Southern Keys. Scenic Vistas from This Wonder Highway. Something of Construction Which Is Speeding This Road to the Mainland of Florida.

The Florida East Coast operates through trains over its Oversea extension from New York, Chicago, St. Louis, and other points. Pullmans entered in Key West convey passengers to their destination without change. During the winter season when travel southward is at its height, travel facilities are luxurious, trains of drawingroom cars with observation and diner traverse this system at fast schedule, transporting passengers to Key West in a minimum of time and with a maximum of comfort. Travelers who come to Key West by way of Florida's west coast will find ample and comfortable accommodations on Peninsular and Occidental steamships, "Cuba," or "Governor Cobb."

Both of these ships make speedy trips to and from Key West to Tampa. They have a passenger capacity of 450 each. This company also operates a daily schedule to Havana, Cuba, from Key West. This trip is made in six hours, ships leaving every morning at ten o'clock except Sundays. Within six hours passengers leaving the Island City arrive in the Cuban Capital, ninety-two miles away. The scenic beauties of the trip are incomparably beautiful, and approximately one hundred thousand tourists pass through this port en route to Cuba every season. Many of these avail themselves of stop-over privileges in Key West.

Through trips are made from Tampa to Havana and vice versa with Key West as a port of call. When travel is heaviest over this line, another steamer, "The Northland," is added to accommodate all who desire to visit the island of Cuba. This ship has a capacity of 600 passengers and is used to supplement the regular service when needed.

The Metal Air-Craft Express Corporation, composed of wealthy Detroiters and New Yorkers, have already arranged for a landing site in Key West, in establishing their connections along the coast of Florida en route to Havana, Cuba. This organization intends to maintain a daily schedule from Jacksonville, St. Augustine, Daytona, Palm Beach, Miami, Tampa, to Key West en route to Havana and return. It expects to operate a repair station here in conjunction with its passenger business through this port. With its corps of experienced aviators and splendid aerial equipment it will undoubtedly become a stabilized method of transportation to points included in their itinerary.

This corporation plans to extend its network of aerial lines from Havana to Mexico next winter, and there is a possibility that it may seek stations in South America as soon as arrangements toward that end may be effected.

There is a persistent rumor that this city is to be included in the system of Florida resorts touched by the Vanderbilt-Ford aerial enterprises. This has not been authoritatively affirmed as yet, although the possibilities are encouraging people here to believe it inevitable.

In this manner Key West becomes important as the hub of aerial activity to and from northern and southern countries.

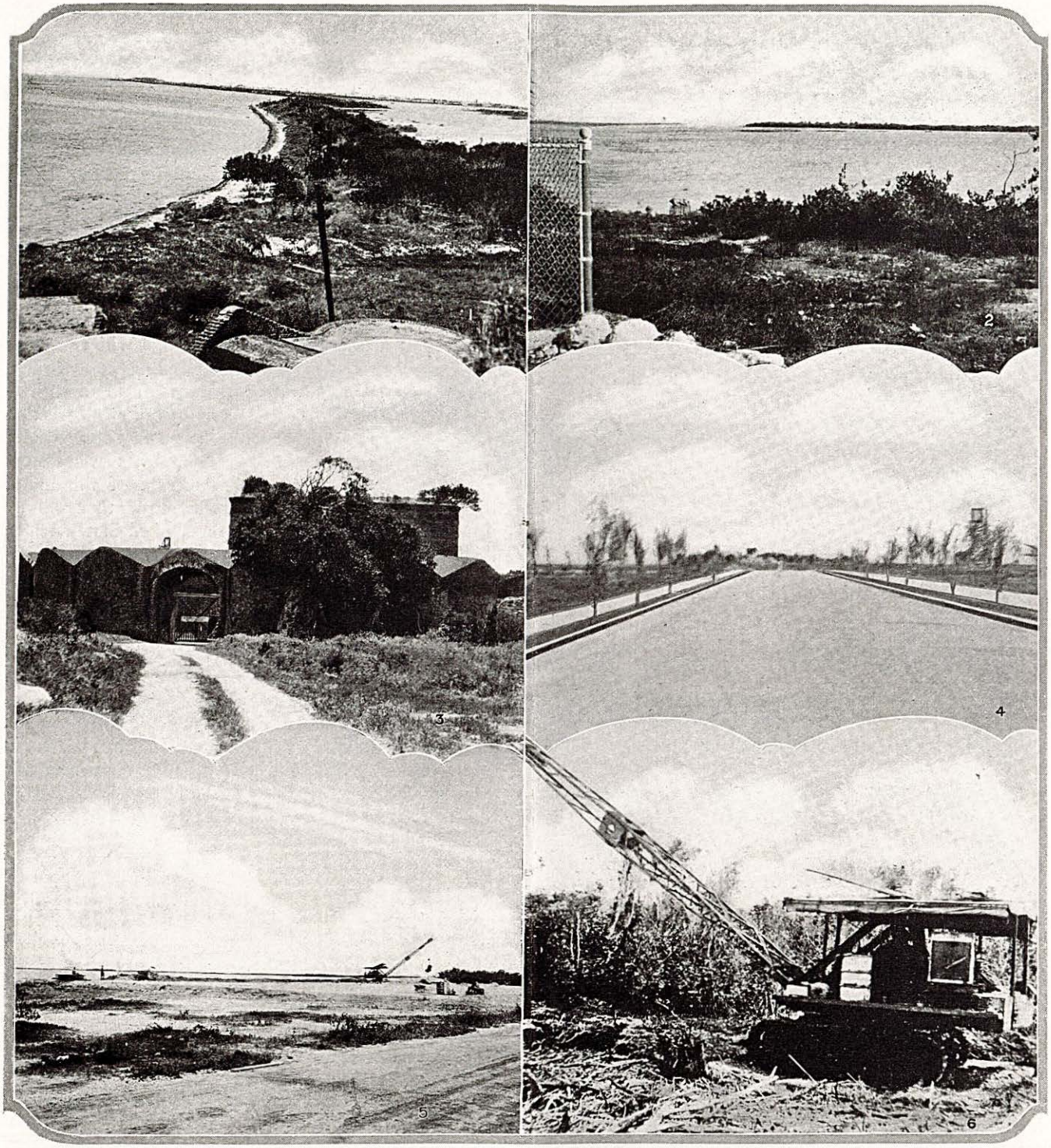
The completion of the Oversea Highway, which is now progressing from its two terminals to a central meeting point somewhere along the Florida Keys, will form another link for Key West with the outside world. The connection of Key Largo with the mainland of Florida by means of this road, which will be ready for travel by January 1st, insures an influx of visitors to its shores this season. The southern end is already linked with two more keys and there is a prospect of its extension to Saddle Bunches within the next few months. In the meantime, everything possible is being done to expedite construction along its entire length, and it is hoped that this wonder highway will be in readiness for tourist travel by the winter of 1928. Through the medium of this motor highway, Key West will undoubtedy attract thousands of visitors to this last frontier of the United States, which has hitherto remained an unexplored territory.

Approachable through the medium of aeroplanes, automobiles, railways, steamships or upon one's own yacht down the well-defined water channels which parallel both sides of the Florida chain, Key West is becoming easily accessible to the populous North, whose thousands turn southward with the first chill blast of winter winds. Distant but forty-eight hours from many cities, as trains and ships run, this time is reduced to one-fourth when aerial transportation is employed. Eventually aeronautics will revolutionize travel methods, bringing Key West and the Florida Keys to the very doorstep of every American.

The Oversea Highway

One of the greatest automobile highway construction feats ever attempted, which, when completed, will stand alone as the only boulevard of its singularly unique nature in the world, now is under way to connect the city and island of Key West with the Florida mainland. Between its two termini lie 125 miles of ocean and low palm-bordered islets. There are ocean spaces between which the low isles almost fade from sight, and passes thirty feet in depth through which the waters oft rush in a seven- or eight-mile torrent at the greatest ebb and flow of the tides.

This stupendous undertaking no longer is a dream. It is an actuality. Construction has begun. It now is possible



KEY WEST'S WATERFRONT AREAS, WHERE THE MAGIC HANDS OF RESORT DEVELOPERS ARE AT WORK

1. Key West's Ocean-Front Soon to Be Developed Into Boulevard and Residence Subdivision. 2. Beautiful Bay at Head of Island Bounding One End This Development. 3. Historic Martello Tower, Part of Which Is Soon To Be Sold. 4. "Martello Towers," New Residence Subdivision In Its Completed State. 5. "Waters Edge" Residence Subdivision on Stock Island. 6. "Martello Towers" As It Looked Last Spring.

to describe its magnitude and details in a more definite way than was permitted before surveys had actually been undertaken or bonds had been issued for the construction of various divisions of the job.

Present means of transit to the Florida mainland available to citizens of Key West are via the overseas extension of the Florida East Coast Railway, which crosses the ocean passes by huge viaducts, trestles, bridges and fills to its deep water terminal station at Key West, or by boat to Miami. There are more than 1,500 automobiles in Key West, and while there are some twenty-five miles of fine asphalt roads on the island and connection already is to be had with Stock Island, the next island on the way to the mainland, Key Westers have had a natural longing to make their city available to the tens of thousands of motorists who journey down the Dixie Highway to Miami each winter.

So they are starting to build the overseas automobile road which will pass over much the same route as the Overseas Railway, well called the "Eighth Wonder of the World," which was completed by the late Henry M. Flagler in 1912. The overseas auto road, however, will not require so direct a route as that necessitated by the railway, and it will take a greater advantage of the natural contour of the islands. But it will present the same wonderful vistas of the Atlantic Ocean and Gulf of Mexico, pass across beautiful keys or islets thickly clad with vegetation and bordered with palms, and disclose to the automobilist what are without doubt some of the greatest game fishing grounds in the world. It will make it possible to go from any point in the United States to Key West in a motor car.

Construction Under Way From Both Ends

Three hundred thousand dollars in bonds were raised about two years ago to start work on this strangest of auto roads. Last March $2,600,000 in bonds were voted, and today construction is under way both from the Key West and Florida mainland approaches. Indeed, it is expected that before the year is closed motorists will be able to journey from Miami to Key Largo, the first of the keys from the mainland. Incidentally, it should be mentioned that part of the work lies within Dade County, Florida, of which Miami is the principal city, and Dade County has made an initial appropriation of $100,000 to link up that part of the route within its boundaries with the overseas auto road.

Undoubtedly the advance in property values will more than pay the interest and return the principal on any future bond issues that may be essential. At present bonds are issued out of the authorized $2,600,000 to undertake different sections of the route as they are contracted for. Flagler's herculean task in bridging the vast gaps of ocean proved that it can be done. He had to fight terrific torrential rains and high winds in the season of the fall equinox, and to establish his great concrete foundations by building through muck to coral bedrock deep under the sea.

The plan of construction adopted by the engineers embraces the laying of two principal sections of the highway simultaneously from each terminal, that is, from the mainland and from Key West; so that as the funds become available from the bond issues, the road will advance nearer and nearer to a central meeting point until it finally becomes an unbroken stretch of asphalt surface and concrete bridging. Work also is being started at several points along the middle of the route which will greatly accelerate the early completion of the whole road.

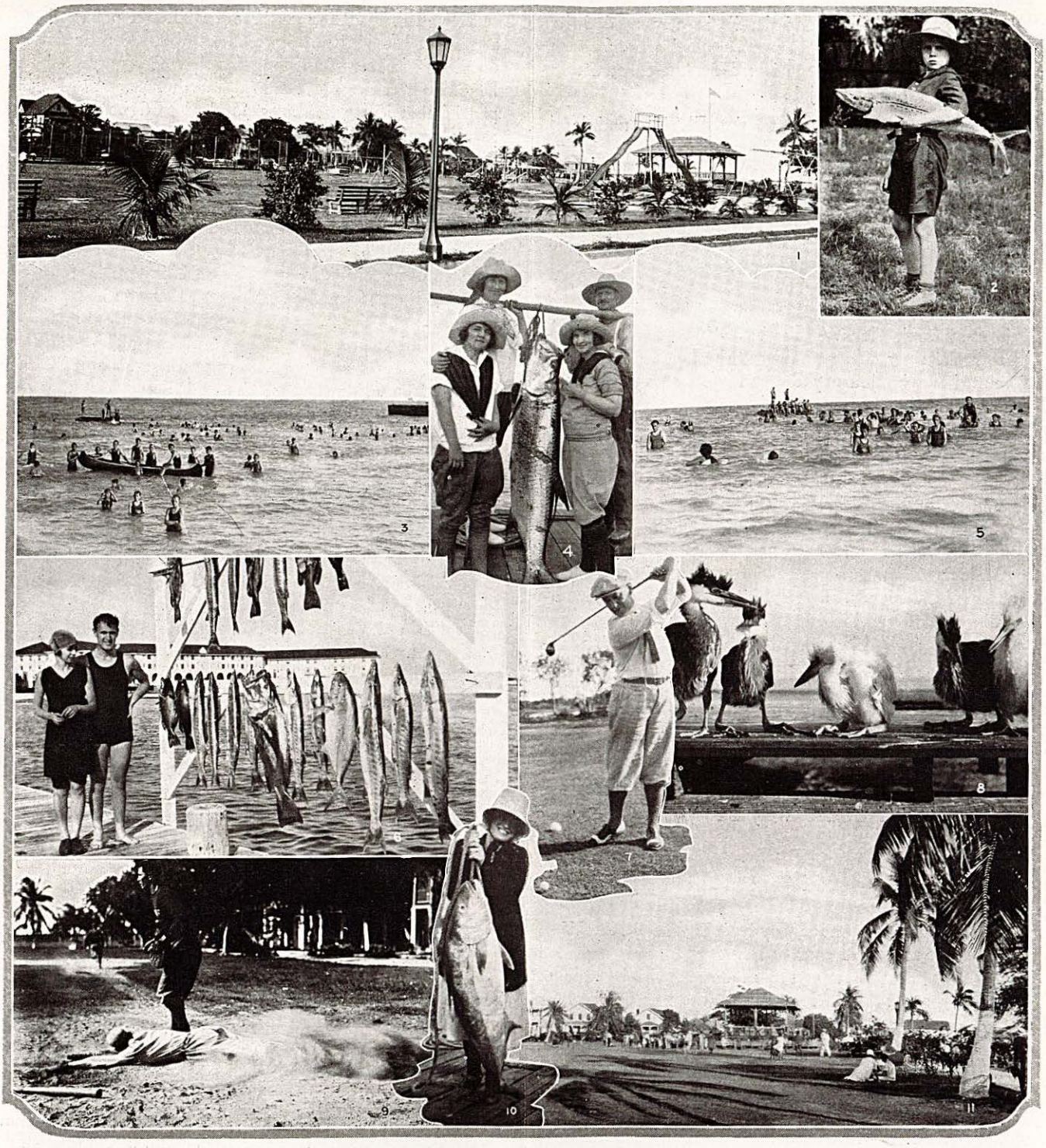
Work from the Miami end has now been under way about eighteen months, and it is expected that Card Sound to Key Largo will be bridged by the first of the year. On Key Largo, which is a long and beautiful island, with a length of about thirty miles, much road work has been done. Fine resorts and a golf links and clubhouse will be established there, and there will be a good road the length of the island which will be a link of the new overseas auto road.

Two Long Bridges

It is expected that it will be possible to use the road before all the water gaps are bridged. Except for two gaps of ocean, one of twelve and one of seven miles, the remaining of the route will then be a continuous stretch. The bridging of these gaps will, it is now thought, be financed through franchises granted to private capital for the construction of the bridges, although an effort will be made to have the war department take over the work in order to give greater availability to the important military and naval post of Key West.

In any event, the bond issues call for the construction of ferry-boats until the road builders have completed these long gaps of bridging over the deep water. They will run on a definite schedule, making trips daily, and will make it possible for the tourist to reach Key West by automobile several years earlier than if he were required to wait until the stupendous engineering work required to complete this bridging of deep waters could be completed.

As the work now is outlined and under way it easily is possible of early completion, except for the two very deep



SPORT AS IT IS KNOWN IN KEY WEST

1. Playground City Park. 2. Going Home With the Friday Menu. 3, 5. Groups of Bathers Christmas Day. 4. "Ladies Day" at the Fishing Grounds. 6. What Mr. and Mrs. Tourist Can Do In One Afternoon. 7. That Famous Drive "From Atlantic to Gulf" on Key West's Golf Course. 8. Baby Flamingoes. 9. "Safe at Home." 10. Key West's Version of "Beauty and the Beast." 11. Bay View Park Where Daily Band Concerts Are Held.

water gaps above mentioned. It may take three or four years to bridge these gaps; but that will not prevent the motorist from reaching Key West or enjoying to the full the marvels of the virgin territory to be seen in the thousands of picturesque keys.

The ocean liners following the deep sea lanes to Cuba and Panama will often be the motorist's only sight of civilization, and not infrequently the sight of huge game fish leaping and flashing in the bright sunlight will make the drive a strange and vivid experience to the tourist who dares to venture so far from terra firma. The motorist then may fancy himself more a navigator than a chauffeur.

Stock Island Link Completed

The road from Key West end will start from Stock Island, which is the near island from Key West island on the way to the mainland. Bridging between Key West island and Stock Island has long since been completed, and a fine roadway of asphalt has been completed the length of Stock Island. From Stock Island the roadway will cross the water to Saddle Bunches and Boca Chica Island. The fill-in from Stock Island to Saddle Bunches is well under way. The water is simply alive with beautiful colored fish and there are many sea birds. The islands suggest coral atolls in the South Pacific. From Boca Chica over to Sugar Loaf, a distance of about sixteen miles, construction is well under way.

From Sugar Loaf Key the road will go west to Cudjoe Key, where it will meet the Florida East Coast Railway and will run almost parallel with it to Big Pine Key, crossing many waters and islets on this twenty-mile hop. It is from here to Key Vacas the next hop, that ferries will be used till heavy bridging can be completed. The distance is twelve miles, and with two small exceptions there are no islands. Key Vacas to Grassy Key is almost a continuous stretch of islands.

Then comes a big seven-mile jump over the ocean to Long Key fishing camp, the greatest big game fishing camp in all the world, the experts say. Huge sailfish, tarpon, amberjack and a hundred other species of fish are caught here every winter by thousands of sportsmen who come from all parts of the globe. From Long Key to Lower Matecumbe Key, Upper Matecumbe to the end of Plantation Key, the motorist will traverse the most magnificent islands in America. Beautiful palms, blue skies, water and white sandy beaches lure every visitor. After leaving Plantation Key the road hits Key Largo, and the motorist does not again transverse water until reaching Steamboat Creek, where he turns directly west, crossing Card Sound to the Florida mainland. This last lap is now under construction, a good part of it being almost completed. When he strikes the mainland he will be only thirty-five miles from the city of Miami.

Engineers Face Swift Tides

The amazing nature of the engineering feat can be realized only after one understands the natural elements that must be overcome. Deep, swift running tides, which exert a tremendous pull upon the bridge foundations and other immovable objects sometimes during the equinox West Indian storms whose velocity is nothing short of a tornado; shifting sand that repeatedly changes the plans of the engineers, and other forces of nature are planted squarely in the path of these pioneers in automotive marine road construction.

There are places where the Florida East Coast Railway viaduct passes over thirty feet of water. To this must be added the depth of the piers in the sea bottom and the height of the piers above the surface of the ocean. Some of the piers rise almost thirty feet from the water. It required the entire carrying capacity of one great seven-masted schooner to bring down the materials from the North used in the making of a single pier.

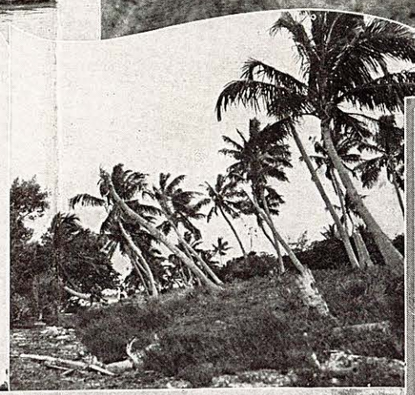
Wherever the water is shallow huge steam shovels scoop up a glue-like mud from the bottom called marl, containing ninety-one per cent lime, pile it high enough for a road bed and allow it to dry.

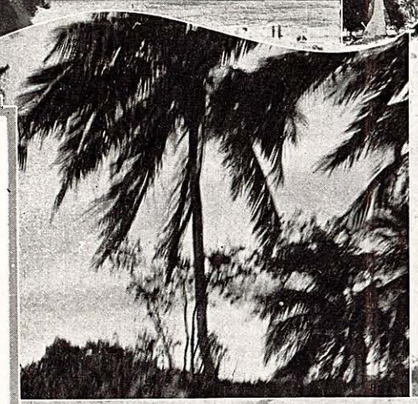
There is an erroneous impression that this is caused by coral deposits. The Smithsonian Institute believes it is due to the precipitation of lime in the sea water. When exposed to air this material gets very hard and may become so hard with oxidation as to require blasting. When crushed it gives a beautiful soft finish, which makes an excellent road surface with the application of crude oil.

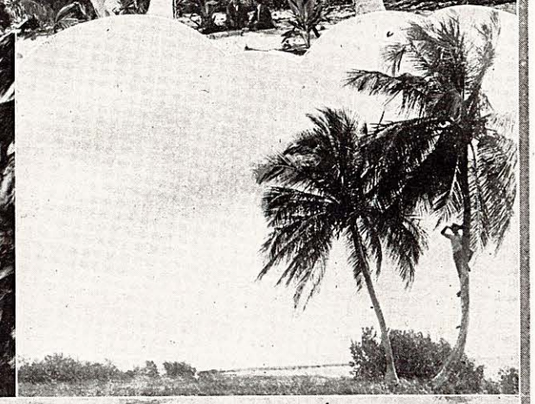
Asphalt Over Marl

Entire road embankments made from this marl will be constructed wherever possible. To insure a smooth road, however, it will be covered with asphalt, which also does away with the brilliant glare of the sunlight reflected by the bare marl rock surface. It will be from sixty to seventy feet wide and ordinarily about six feet above the surface of the water at high tide.

This is believed to be the only instance on record where engineers can make the sea give up a road bed. In deep water the road will be constructed of concrete, some of which will undoubtedly be prepared from the marl on the ocean bottom.







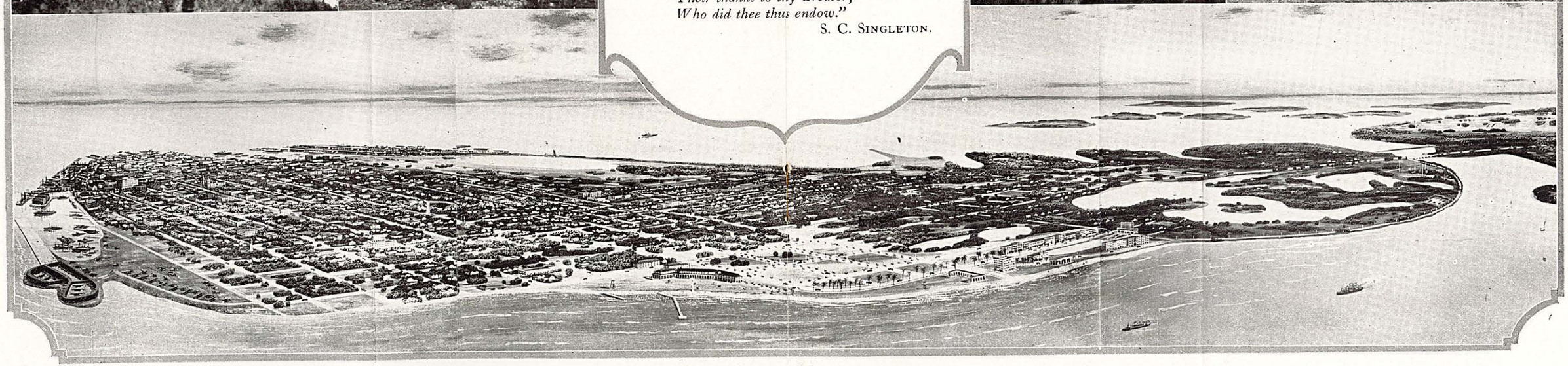
The Florida Keys

"Southwest, southwest are flung,
The emerald beads that mean
So little to thee now, O Florida!

And yet when they are cut and strung
And set with gold, and Nations bow
Before their matchless beauty,

In full-voiced chorus shall be sung
Their thanks to thy Creator,
Who did thee thus endow."

S. C. Singleton.



PANORAMA OF KEY WEST—THE ONLY FROST-FREE CITY IN THE UNITED STATES

The Overseas Highway, as it will be known, will be a continuation of the famous Dixie Highway that extends from Chicago and other middle West centres to Jacksonville, Florida, thence follows the East Coast line for a distance of 418 miles, running through St. Augustine, Ormond Beach, Daytona Beach, Palm Beach, Ft. Lauderdale, Miami and other famous winter resorts that border the Atlantic. The Key Largo bridge passing over Card Sound, which is the first the motorist will cross upon leaving the mainland, was started June 20, 1924, after permission had been granted by the war department to the joint application filed by the county commissioners of Monroe County, of which Key West is the principal centre, and Dade County, of which Miami is the metropolis.

Key Largo is nearly thirty miles in length and a mile and a half wide in certain sections. Small plantations of pineapples, oranges, lemons and limes, and tomato fields, together with thousands of cocoanut trees, are seen in every direction. Much is raised on the other keys near by, too. Some of the keys already have roads constructed, so in a few instances it is only a matter of linking them to the new highway being constructed to form the Overseas Highway.

When this is completed, it will form another wonder in addition to that marvel of engineering achievement, the Oversea Railway, which was thrust down the length of the Florida Keys by the indomitable energy and perseverance of that great financier and dreamer, Henry M. Flagler, who emptied the coffers of a fortune in his determination to span the emerald chain. Constructed at a cost of $49,000,000, this great undertaking is a means of easy access to Key West today, and the memory of this great man who did so much for the Island City will be handed down from generation to generation as Key West's great benefactor. Key West, as a terminal city to these two wonders of the world, is destined to become the Mecca of thousands desiring to witness these engineering marvels.

Key West the Only Frost-Free City in the United States

Key West and the Florida Keys possess a climate unsurpassed by that of any other section of the United States. It not only is the warmest city in winter but the coolest in summer. When other parts of the country are sweltering in the torridity of stifling heat waves or freezing in their winter's slush, Key West's weather is a succession of cool breezy days the year round.

The wet and dry seasons are well defined here, the former occurring from May to November and the latter extending over the winter season. For that reason, winter in Key West is particularly desirable with its contrasting wealth of sunshine and dry warm weather.

Coal shortages and snow-bound traffic conditions seem dreary unrealities to the people of this chimneyless city who are free to seek the out-of-doors day after day, unconscious that there are less-favored places in the country, where inhabitants are housebound by one rigor of winter or another.

The annual monthly temperatures for one year as given below from the report of the United States Weather Bureau, which is stationed in Key West, show conclusively the equability of climate peculiar to this city and the Florida Keys alone:

January, 74.1; February, 75.5; March, 77.9; April, 80.7; May, 84; June, 87; July, 90.3; August, 90.5; September, 89.1; October, 84.8; November, 79.9; December, 76.2. Annual average temperature, 81.7.

Total yearly rainfall was 24.89. Of this table of monthly precipitation, only 1.88 occurred from November to April. The monthly tabulation of precipitation is for January, 0.35; February, 0.06; March, 0.39; April, 1.08; May, 5.67; June, 3.14; July, 2.88; August, 3.88; September, 4.97; October, 1.39; November, 0.73; December, 0.35. Annual precipitation, 24.89.

When other cities in Florida are in the grip of chilly weather with frost nipping their winter blossoms into blackening shrubs, Key West is immune. Only once in the history of the city, as shown by weather records over a period of fifty years, has the thermometer ever descended below its customary range of fifteen degrees and that was upon January 12, 1886, when it registered a minimum of 41 degrees. Two times it has risen to 93 degrees in summer, but the average annual temperature as indicated by the tabulation above is 81.7 degrees.

It can not be gainsaid that Key West's greatest asset is its equable climate, superior to that found anywhere else in the entire United States.

Unlike any other city in Florida, Key West is free of the malarial mosquito, and for that reason inoculated persons find themselves rid of this disease after several months' residence on the island. The medical profession are becoming more and more convinced of the efficacy of sunshine as a germicide, and upon this island, where sunshine and salt air sweep its surface every day in the year, disease is not the malignant death-dealer it is in less favored sections of the country. So healthful is Key West that there is only one undertaker for this city of nineteen thousand people and he is obliged to work at

other trades in order to make a livlihood. Under the beaming rays of a tropic sun, reenforced with invigorating saline breezes, obstinate cases of influenza have been known to succumb to healthful conditions found here, with complete restoration of the person afflicted.

Key West, because of its equability, is an ideal home for children. Danger of pneumonia is a rarity and even juvenile contagious diseases contracted in this climate seldom result in more than temporary discomfort. Many little tots arriving here pale, anemic and delicate have gained the vigor of health and bloom of vitality under the gentle rays of Key West's warm sun, salt air and, disporting themselves in the ocean waters, attain that suntanned and robust appearance that denotes complete well-being.

Vital statistics which are compiled annually by the State Board of Health show that Key West is one of the most healthful cities in Florida, and this result is credited entirely to its equable climate and insular isolation.

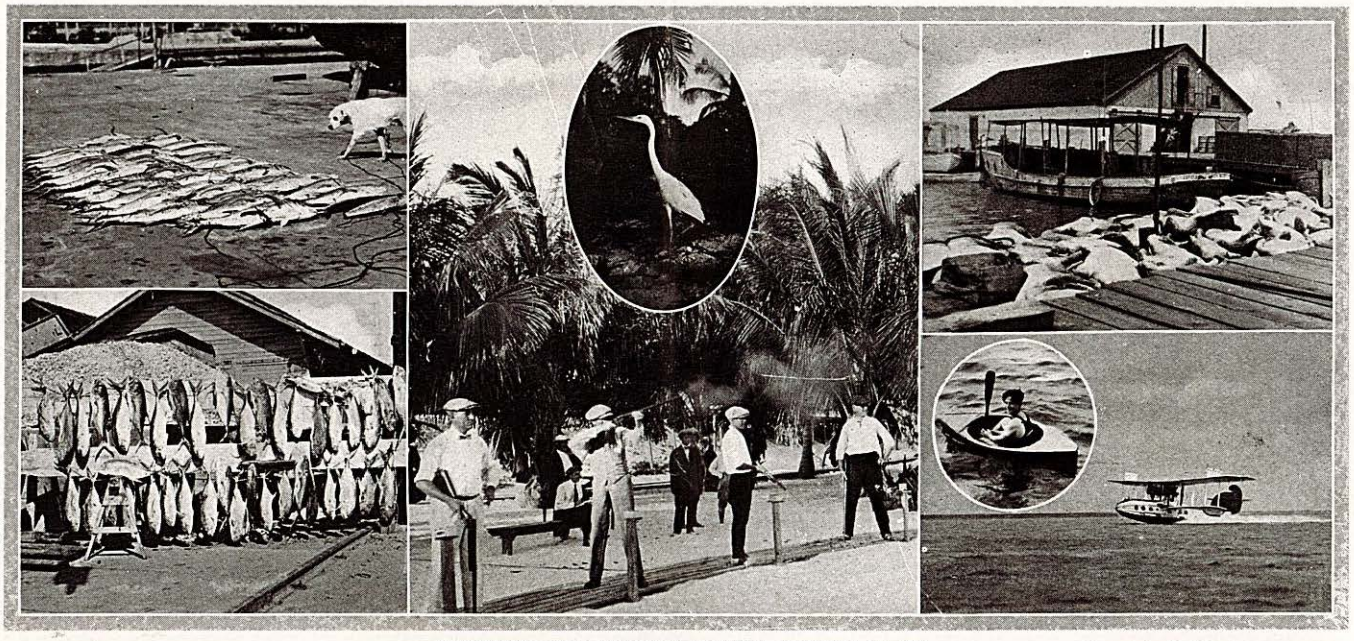
Key West, the City of Achievement

Through their ingenuity and initiative in conceiving and carrying out the idea of an Oversea Highway to the mainland of Florida, the people of Key West have won the attention of the nation; and prosperity, in the form of wealthy investors, is already traversing the Florida Keys, centering its attention upon the Island City.

Through the medium of this great undertaking, Malcolm Meacham, wealthy New Yorker, became intrigued with possibilities for winter-resort development here. He toured the island on the occasion of his visit to Key West, and was so enthusiastic over the wonderful inducements offered by the city that he bought one thousand acres of ocean-front property for the purpose of developing a gigantic winter colony here. This tract parallels the water-front and the county road for approximately four miles. It contains the old salt ponds and some of the finest land on the island. There is a four-mile beach along its ocean side, and one of the most beautiful natural harbors bounds its northeastern shore. Mr. Meacham intends to erect a winter-resort de luxe upon this area, a paradise of winter homes, yacht basins, scenic waterways and bathing casinos. The entire development will be representative of similar developments effected elsewhere along the East Coast of Florida, and in point of architectural and scenic beauty will eclipse many.

Mr. Meacham was so impressed with the ideal climate, beautiful marine surroundings and easy accessibility of Key West that he is already at work upon his tract preparing the ground for other improvements. When this development begins to assume the tangible outlines of its future destiny, it will greatly enhance the artistic beauty of a city already attractive with its coconut palms, sunny climate and superb water scenes.

Another development that is more than half-completed is "Martello Towers," a residential subdivision which is in process of improvement under the direction



SHOOTING AND FISHING ON THE FLORIDA KEYS

A Day's Catch

The Florida Flamingo
Trap Shooting at Long Key

Top—Turtle Haul
Bottom—Aeroplaning Between Havana and Key West

of Ladd & Company, who are handling it for the Burbank Realty Company, owners and developers of the tract. This area embraces thirteen acres, half a block from South Beach, and directly across the street from beautiful Casa Marina, the Florida East Coast Hotel Company's hotel. This development faces the narrow strip of ocean-front property known as Martello Tower reservation, a government-owned preserve containing historic old Martello Tower No. 1, and two platforms for arc-lights. Almost the entire area is free of buildings so that residents in this subdivision have an unimpeded view of the ocean front. The two streets which bound the property on its northern and southern ends extend to the water's edge.

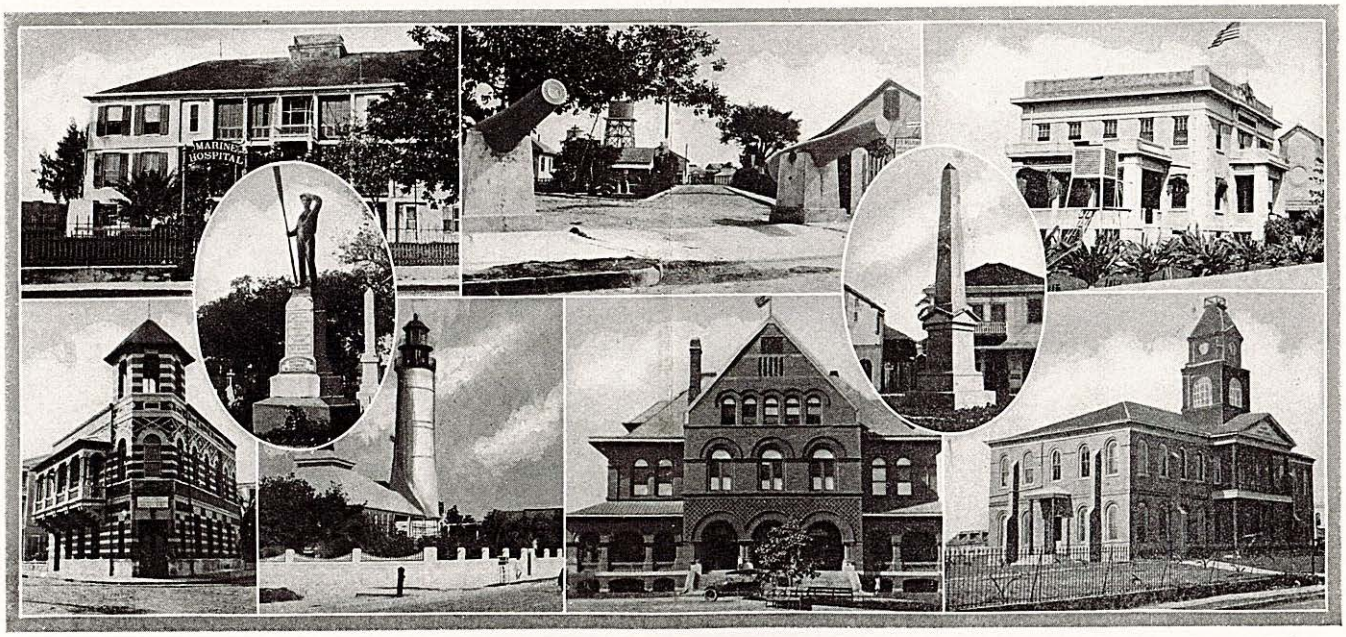
This subdivision is particularly attractive to the winter homeseeker because of the beneficial restrictions governing residence there. The entire area has been zoned with space allotted for business, apartment, and residential sections. Building rights are regulated, the minimum cost of any single structure to amount to $10,000. All public utilities, such as sewerage, lights, telephone and gas, will be installed through underground conduits, eliminating unsightly poles and other paraphernalia. Only masonry-construction will be permitted and there is also a clause calling for uniformity of frontage on all lots, insuring a symmetrical development of the property.

In return for these restrictions, developers of this tract have filled in the entire tract with substantial soil, paved streets and sidewalks, improved each lot with coconut palms, using approximately five hundred of these ornamental trees there. Grass has been planted, and there only remains the construction of buildings and homes to be done by owners.

This subdivision was put on the market early in July. In less than a month, these lots were completely sold out, and prices there now range from $14,000 to $25,000 for single lots.

C. S. Baxter, a member of the Burbank Realty Company, owns a tract on the ocean-front, immediately adjoining "Martello Towers." He has already announced that he will erect a hotel and bathing casino on this tract. The entire development project, which is under way through Ladd & Company, calls for an elaborate program of macadamized streets, white ways, Roman baths, bathing casino, hotel, and residence lots prepared for actual building. When this is completed it will become linked with Malcolm Meacham's development as one continuity of beautiful winter homes and recreational centers. This entire area will be circled by the boulevard which Key West is ready to construct now.

Yet another development which is diminutive in area but promises to be one of the attractions of Key West's suburb, Stock Island, is "Water's Edge," a small subdivision located near Boca Chica bridge on that Key. This subdivision faces the water and will be extended into the channel for seventy-five feet beyond its present shoreline.



KEY WEST'S PUBLIC BUILDINGS
Marine Hospital. Entrance United States Army Barracks. United States Weather Bureau. First National Bank. Lighthouse. Federal Building and Postoffice. County Court House. Ovals—Maine and Soldier and Sailors Civil War (Federal) Monuments.

A dragline is at work there now, filling in the tract which is to be elevated to approximately three feet above its present surface. Coconut palms will outline every lot, and the water-front will be bulkheaded. It is the plan of its owners, Miss M. P. Harris and Judge Ileen Williams, to persuade other owners of adjacent property to cooperate with them in forming an unbroken series of similar developments, thus enhancing the appearance of that coast of Stock Island.

In addition to these developments plans are approaching consummation for the erection of many apartments and other housing units for Key West.

One new hotel is already nearing completion; others are to be formed of buildings to be remodeled for that purpose this fall. Many improvements in architectural and scenic effects are already noted. Old buildings are being renovated or remodelled, still others have been demolished to make way for more modern and attractive structures. Many are being camouflaged with shining coats of paint and the entire appearance of the city is beginning to show signs of marked improvement.

One of the most vital needs of the community is on the verge of actuality in the impending construction of a boulevard around the island of Key West. This will undoubtedly prove one of the greatest assets possessed by the city in its new enterprise of attracting winter visitors. Great arches of Spanish design will designate the entrances to this driveway, which will be paralleled by a fifty-foot park. At 100-foot intervals along the boulevard, huge urns of tropical plants and fern will be placed, and townspeople and visitors alike may circle the island with an uninterrupted view of the magic waters surrounding Key West.

Other funds are now available for an extensive program of street paving. Work on this feature will be commenced immediately, providing added miles of highway and sidewalks to those already established. Approximately $125,000 will be expended on this one detail alone.

The war department has authorized the removal of the fence enclosing a portion of Ft. Taylor reservation fronting upon the ocean. This releases almost 500 feet of beach to public use, pending a possible sale of the property. It is understood that the department will offer the property to the city, county, or state in respective succession before considering bids from private corporations or individuals.

This is one of the most magnificent stretches of beach-front on that side of the island, and should the city avail itself of the privilege of purchasing this tract when the property is ready for disposal, this feature will doubtless be capitalized in the development of a park and bathing beach there by municipal authorities. This possibility added to other marine attractions possessed by Key West would undoubtedly appeal to the winter resident who enjoys water sports.

BEAUTIFUL CASA MARINA—The Florida East Coast Hotel Company's Newest and Finest Hotel

Outdoor Sports Daily Privilege of All

Perhaps no other city offers a more suitable climate for participation in outdoor sports than does Key West with its equable winter weather. When the thermometer is drowsing around 69 degrees with its hosts of visitors engaged in the diversity of sports to be found here, other cities of the South are in the grip of Jack Frost. As the only frost-free city in the United States, Key West reigns supreme as the ideal spot for open-air recreation.

The city has constructed an eighteen-hole golf course at a cost of $150,000, where lovers of this sport may go round in championship form. A country clubhouse is almost completed and will form an attractive adjunct to golfing facilities with its well-appointed lounge, buffet service and spacious ballroom. On this course, which is slightly over the 6,000-yard requirement, one may drive the ball from the Atlantic to the Gulf and the vistas of sea and sky from this velvety links is incomparably beautiful. Access to this course is had by means of a driveway around the water-front of Stock Island leading into the county road at the Stock Island bridge.

LaCONCHA HOTEL—Key West's Newest Modern Hostelry, Now Open

Fishing opportunities are the finest in the world here. There are four hundred varieties of the finny tribe in these waters, and nowhere else may one find the fishing as good as that of local fishing grounds. The gamey species such as tarpon, amberjack, barracuda, sailfish and other kinds are plentiful and approximately four million pounds of edible fish are shipped out of Key West annually, indicating that the supply is almost inexhaustible. Fishing craft with expert guides may be hired by those who wish to try their luck at the fascinating game of angling and there is a possibility that finger piers may be constructed off Boca Chica bridge where fishing is excellent the year round.

This is the Mecca of world celebrities, titled nobility from European countries, industrial kings and multi-millionaires who come here annually for the game-fishing. Many of these arrive on their yachts and spend weeks cruising around the Florida Keys, fishing, swimming and enjoying the balmy winter weather which prevails in this section. The Vanderbilts, Wanamakers, Astors, and other well-known in the registry of America's social contingent, make Key West headquarters for weeks at a time while they indulge in the many outdoor sports to be found here.

Boating, bathing and fishing are at the best here. On the upper East Coast and other parts of Florida there are days when a dip in the ocean is not relished — one hesitates on the brink in fearsome dread of the chill accompanying entrance into its depths. That experience is never encountered in Key West where winter is a continual round of warm sunny days. Bathing here is all that may be desired with its invigorating and refreshing effects. Every morning and afternoon the water is animated with crowds of old and young enjoying the opportunity to swim, dive or float upon the mobile waters around the city.

Tennis courts, indoor basketball courts, baseball diamonds, juvenile playgrounds with every device of entertainment for children, moving picture houses, motor highways over five islands joined by road and bridge

with marvelous scenic beauties revealed at every turn, band concerts, cabarets, public library, and city parks all contribute to entertain and amuse those who spend their winters in Key West. At every turn there is some new outdoor recreation beckoning one to participate. Even the sun smiles in kindly welcome on rich and poor alike, and the entire city radiates an airy and cordial welcome to all who would enter into its mood of outdoor festivity.

Hotels at Key West

Casa Marina, the palatial hotel operated as one of the many controlled by the Florida East Coast Hotel Company, is situated in an extensive area of well-kept grounds facing the ocean front. An inimitable panorama of sea and sky is spread out before the view of its guests and passing ships, flying yachts, bathers disporting themselves in the briny deep, all combine to intrigue the eye with colorful effect. Flowering shrubs, rustling palms, grassy plots enhanced with gay beds of blossoming plants form a perfect setting for the architectural beauty of the hotel which is modeled after the Spanish Renaissance with glass enclosed loggias overlooking the sea.

This hostelry is built of fireproof, solid concrete material. It accommodates 300 people and is operated on the American plan.

There is a stately ballroom on the first floor, and one of the attractions of the winter season is the series of dances given there. These are enjoyed by the society set of Key West as well as hotel guests. Many diversions are provided for guests in the way of golf, tennis, surf-bathing, motorboat excursions to nearby keys, fishing trips for which the management provides boats and expert fishing guides, afternoon teas and dancing, evening concerts, balls and various other forms of entertainment; or the time may be spent delightfully in peaceful quiet. Outdoor life in this perfect climate makes the strongest claim, and every day brings new opportunities for life in the open.

Tennis courts, a clock golf course and bathing pier supplement other entertainment facilities at Casa Marina.

This hostelry is the newest and most attractive of the chain of hotels controlled by the Florida East Coast Hotel Company, and thousands of winter visitors pass in and out of its portals in the course of the season.

Another hotel in Key West is La Concha, which will be opened December 1st. This structure is now nearing completion and when finished will constitute one of the city's finest hotels. It will contain 100 rooms and baths and will be equipped with every modern device essential to the comfort and convenience of those who patronize it. Features of unusual attraction will be the terrace where guests who so desire may dine in the open. Effective screens of tropical vines, plants and shrubs will be used to insure privacy, and lighting effects will be gay and ornamental. The spacious dining room may be used by others who prefer their meals indoors. An orchestra will furnish music daily and nothing will be omitted in point of service and cuisine to make this hotel attractive to its patrons.

A roof garden soon will be included in the program of entertainment planned by the management of La Concha. This feature will be operated along metropolitan lines with vaudeville programs, dancing and the usual service incorporated.

La Concha is located in the centre of the business section on the corner of Duval and Fleming streets. It will be under the direction of hotel experts, and when opened next month will form one of Key West's most attractive hotels.

The Oversea is under new management this year, with improvements in service, appointments and other facilities. It is located in the down-town district and is equipped with modern conveniences throughout. Its restaurant will be operated as a cabaret during the season where those who like to dance may combine this pastime with the delicious dinners served there.

There are numerous restaurants throughout the city where a la carte service is furnished and one or two delicatessen stores may be found to supply the wants of those who keep apartments. Many apartment houses are planned for erection this season, and there are already a number of small apartment units about the city, modern, airy, and furnished completely. Attractive living quarters may be had all over the city and boarding and light housekeeping facilities are also available.

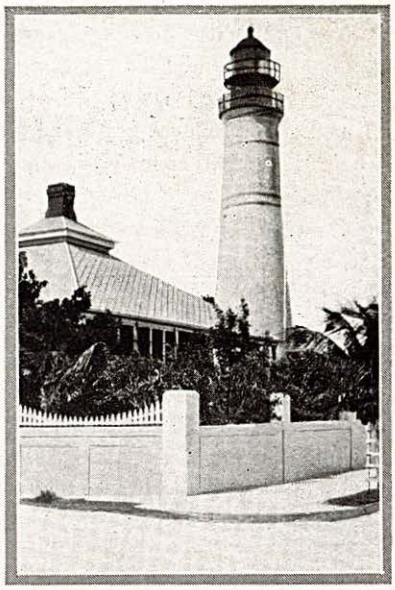
Residential Facilities

Key West, with its population of nineteen thousand, offers every inducement to those desiring to establish winter homes here. Aside from the angle of amusements and outdoor sports, there are the conveniences of every-day life as signified by the many industrial agencies which contribute to the needs of the average American family, and which are taken as a matter of course until deprivation of these essential commonplaces is encountered when they become the paramount requisite. All of these necessary complements of civilized society will be found here, many of them rendering service equal to that received in larger cities.

Almost every family is interested in school systems,

New York-Havana Special En Route to Key West

and for that reason this detail of educational facilities will be included. The school system of Monroe County will compare favorably with other schools in the State. There is one high school and its faculty and teaching equipment is par excellence. The two grammar schools are provided with a large teaching staff and are situated in the heart of the city with access by bus and street car. All buildings are fitted with modern conveniences. Plans are already formulated for the erection of a four-unit kindergarten building incorporating the newest and most attractive ideas in development. Busses are already purchased for the purpose of transporting the little tots to and from this unit. Another building is planned for construction immediately. This structure will occupy grounds at the rear of the Monroe High School, and equipped will cost approximately thirty-thousand dollars. It will house the departments of science, home economics, and athletics, including gymnasium, lockers, showers and other paraphernalia. Athletic exhibitions will be held here during the winter ranging from basketball matches to boxing and wrestling bouts and other diversions.



The Lighthouse Which Protects the Lives of Mariners Through These Waters

In addition to the regular course of study prescribed for students, there are five other departments comprising home economics, music, commercial courses, manual training and athletics. There is a complete teaching staff of sixty instructors, including principals of schools and

The Ballroom

CASA MARINA INTERIORS

The Dining Room

librarian, employed in city schools alone. An innovation in school methods is the inauguration of an opportunity room in each school where children who are retarded through one cause or another, are given intensive instruction until they reach the grade they should normally attend when they are returned to regular class rooms. A school nurse supervises school health, holding clinics every semester for the purpose of ascertaining the physical condition of children. These examinations are made under the expert direction of a doctor.

Owing to the fine winter climate which predominates in this section, school children have access to open-air playgrounds daily. Teachers direct all play action and urge outdoor recreation upon all who are able to indulge.

The Key West Electric Company, a branch of the Stone & Webster's utilities, own and operate an electric power plant and street railway here. They are on the point of abandoning the latter, however, for the more modern method of bus transportation. Street-car service is already supplemented by a bus line running over part of the city, and additional service will be installed as soon as busses can be built. These cars are now being manufactured by the American Car Company of St. Louis. These busses accommodate thirty people and are controlled by safety devices which operate automatically in time of necessity. Through this efficient medium, the safety of school children is assured as no premature entrance and exits while cars are in motion are possible.

The power plant which furnishes light and power to inhabitants of this city is amply equipped to give service for increased population. It takes care of the street-lighting system now in effect, and aside from its street cars, furnishes power to other industries carried on here. Efficiency is its watchword, and interruptions in its service have been almost negligible over the long interval it has functioned as a utility for Key West.

Another essential is that operated by the Gas Service Company of Key West, which makes it possible to expedite kitchen service in every household on the Island. This company maintains offices and a plant here which furnishes artificial gas to hundreds of homes in the city at a nominal sum.

The question of fuel for heating purposes does not figure in artificial statistics as that is done entirely by the sun which rises every morning to beam in benevolent warmth upon Key West until sundown, tempering the climate to the needs of all, the year round. No coal strikes or fuel shortage problems occur in the lives of those who dwell in Key West.

The Thompson Ice Company has just completed additional facilities for supplying the public with ice. This new unit will enable the company to meet any increased demand for a number of years to come, and through its system of trucks daily delivery is made from door to door.

The Columbia Steam Laundry is another utility catering to the public with its equipment of machinery and service at the command of those who live in Key West. A number of trucks are employed to collect and distribute its business and the usual regulations governing laundry service apply to this institution.

Shops, stores, produce houses, news and fruit stands—all may be found in the business section of Key West filled with merchandise covering a wide range. Courtesy and interest attend every transaction and those who come here to spend the winter, or to reside permanently, will be pleased with the air of attention and accommodation that pervades the commercial life of Key West.

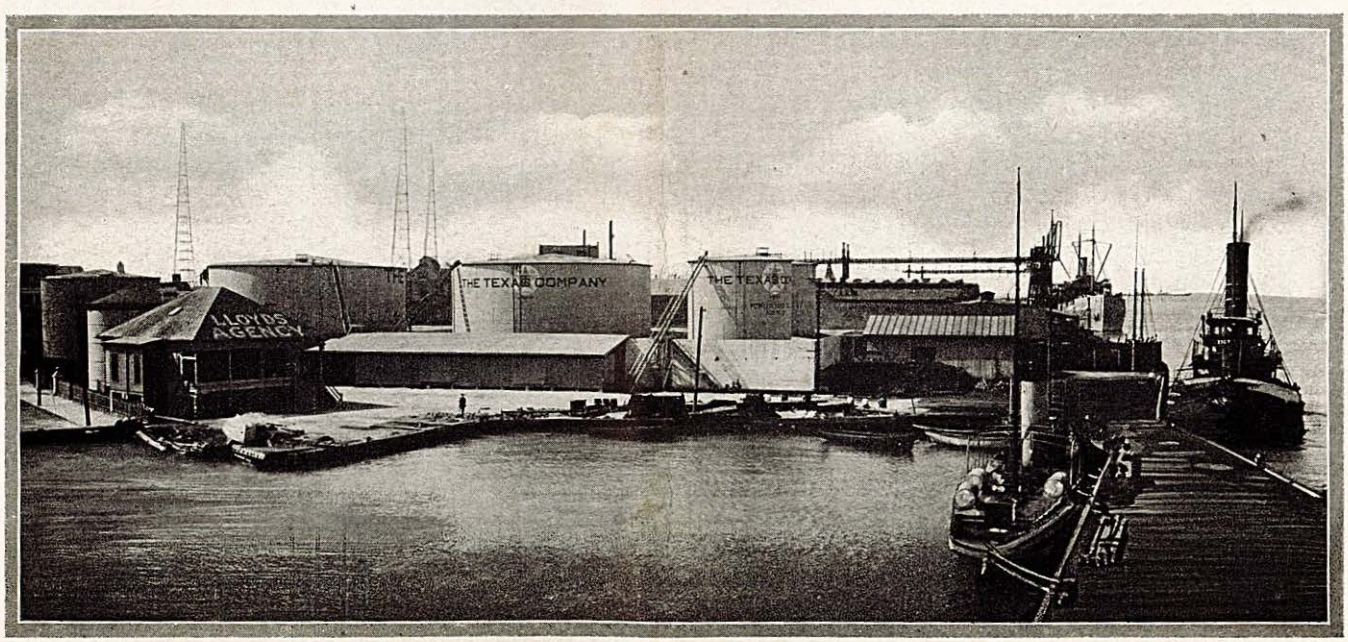
Another phase of development other than that of winter-resort-making is occurring at Key West, county seat and seaport city of the Florida Keys. As the nearest port to the "Broadway" of marine trade from Atlantic to Gulf, Key West has come into the limelight as the only deep-water port of entry into the State, making Florida accessible to lumber dealers, manufacturers and others interested in getting needed material into the Land of Flowers. With its channels carrying thirty feet of water to Whitehead Spit Buoy and twenty-six feet into docks, with its berths at railway terminals where cargoes may be stevedored into freight cars, its privately owned docks equipped with fuel, water and other marine supplies, its modern machine shops, electric welders, and marine railways, Key West's harbor is peculiarly adapted to the deep-water commerce which is now finding its way into this port.

Millions of feet of lumber are arriving here by ship from far-off British Columbia and northwestern United States. Cargoes of steel from Germany and concrete from Amsterdam are wafted into Key West by the "white wings" of commerce periodically to be speeded up the State by rail as fast as it is discharged into cars. More than 2,000 tons of miscellaneous building material are thus reaching Florida contractors daily, making it possible to carry forward the immense constructive development now going on all over the State.

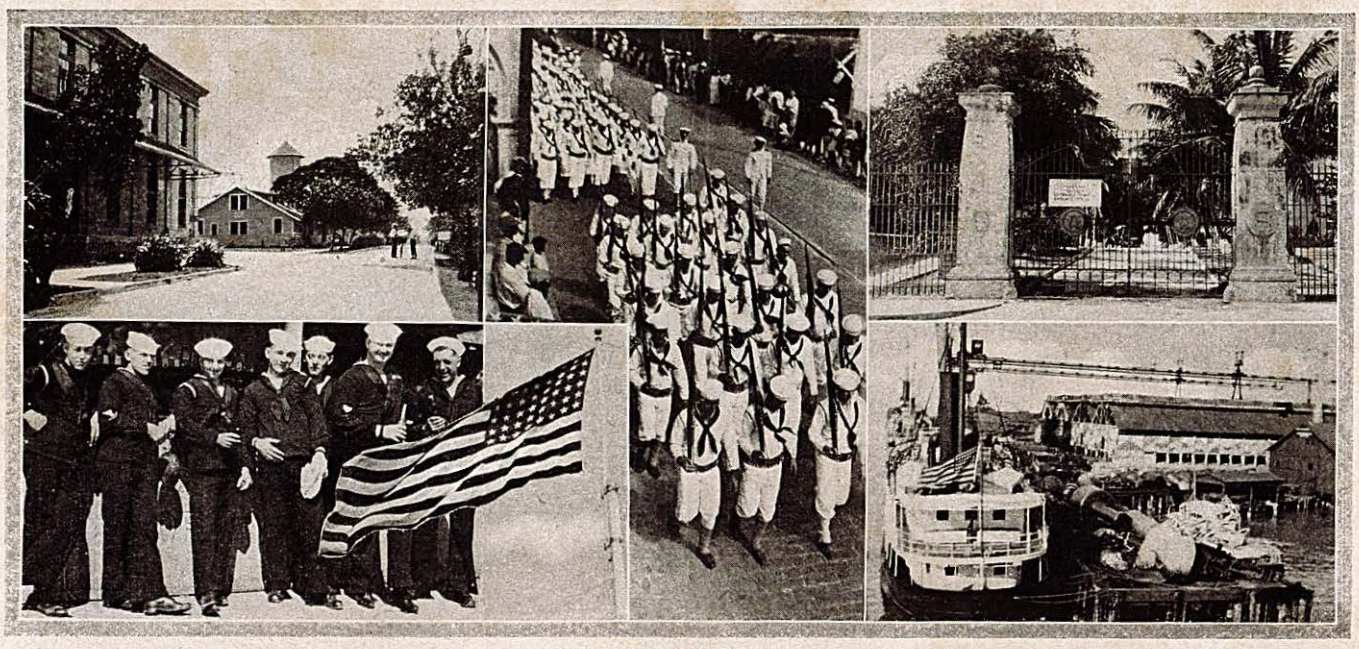
With an open roadstead of sufficient area to accommodate the navies of the world, and an inner harbor provided with the marine facilities Key West now has, unquestionably no other harbor in the State is as accessible to shipping as is this port, but 45 minutes from the highway of trade through adjacent waters. As the nearest American port to the Panama Canal, her destiny is that of the marine gateway to the tropics, with the commerce of southern countries of the Western Hemisphere using this city as a port of entry into the United States.

Exports and imports through Key West totaled over $51,000,000 last year. What those figures may be made to read through increased marine trade with southern countries only a mathematic expert could estimate. Certain it is with the diversity of marine interests finding entrance into Key West's port, from Cuba, the West Indies and the Panama Canal, its expansion into a marine centre harboring commerce from all over the world is inevitable.

Aerial corporations are now seeking to establish stations at Key West en route from the United States to Havana, Cuba. One company has already made arrangements to locate a station and repair shop here because of its proximity to the Island Republic. With that medium of transportation becoming more and more stabilized, Key West is thus aligned with other progressive cities in being among the first to become part of this aerial net-



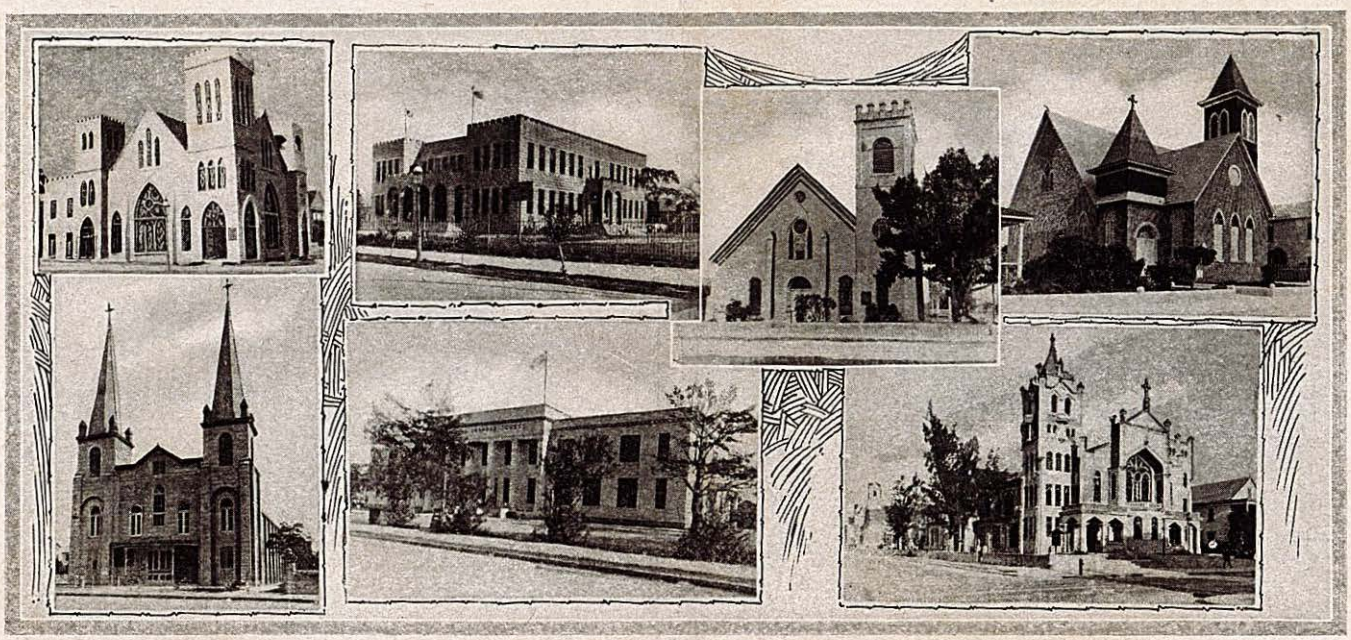
KEY WEST'S MARINE FACILITIES
Porter Dock Company and Lloyds Agency. Texas Oil Company Plant in Background



NAVAL LIFE IN KEY WEST

Naval Station. United States Marines on Parade. Happy "Gobs." Entrance to Naval Station. Naval Docks and Coaling Station

Key West is of strategic importance to the United States in its naval defense, since it commands the entrance to the Gulf of Mexico and approaches to the Carribean and Panama Canal. Here the government has built a $1,000,000 submarine base, established a naval and aerial station, and an army barracks. All units of the navy make this port en route to and from the tropics to take on supplies, receive orders or to base in the harbor, as the occasion requires.



CHURCHES AND SCHOOLS OF KEY WEST

Fleming Street Methodist Church. Harris Grammar School. First Methodist Church. Congregational Church. Roman Catholic Church. Division Street Grammar School. Protestant Episcopal Church.

work ramifying through the United States. Strategically the hub of the Western Hemisphere, Key West's future from both marine and aerial standpoints is one of steady and continuous advancement until she shall come to be known as one of the leading industrial seaboard cities of the United States.

A new passenger steamship line has recently been established from Tampa to Havana and return, making Key West a port of call en route to and from the Island Republic. This service is furnished by the Clark Steamship Company of Tampa on a biweekly schedule.

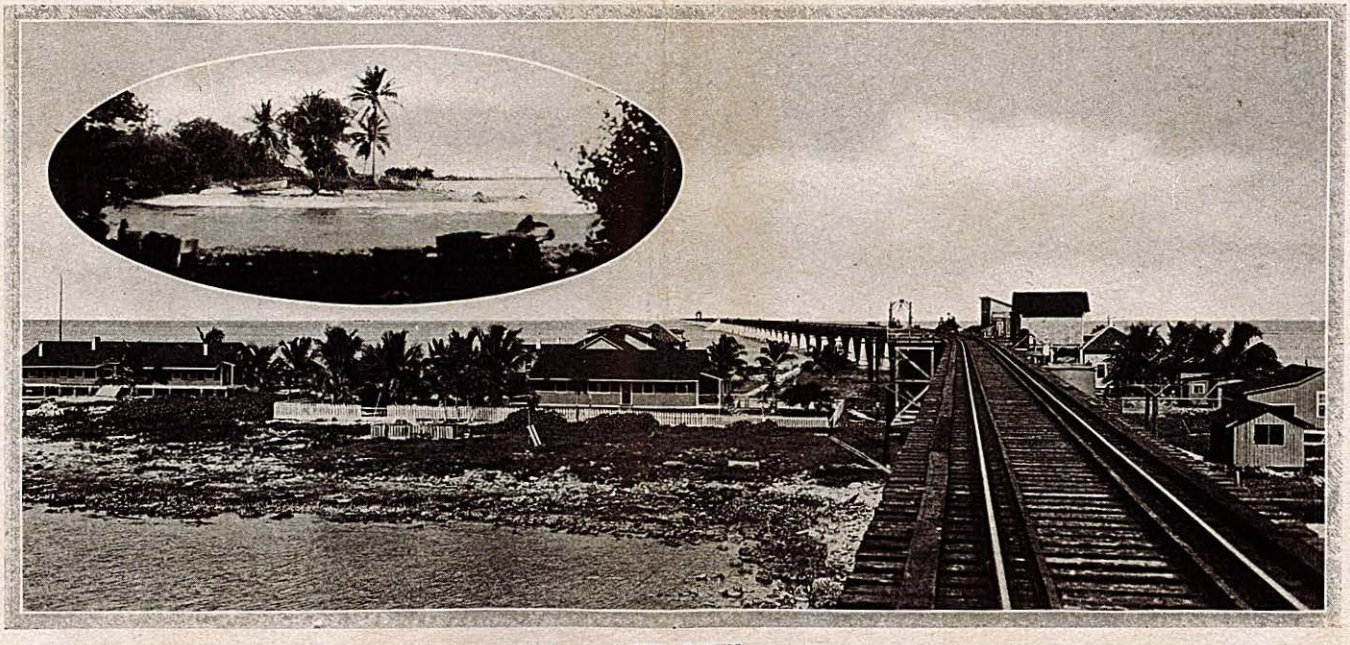
"The United States," a 3,000-ton ship, has been secured to make this run. It has a capacity of 216 passengers and 30 automobiles. Rates are the same as that of other lines into Tampa and Havana, with service comparable to that of other passenger ships plying between these ports. The rate on automobiles is especially attractive; a charge of $1.50 a lineal foot being made, which is considerably lower than prevailing rates over other mediums.

The Clark Steamship Company intend to maintain a year-round schedule and form Key West's newest addition to its diversified shipping interests.

Investment Opportunities Along the Florida Keys

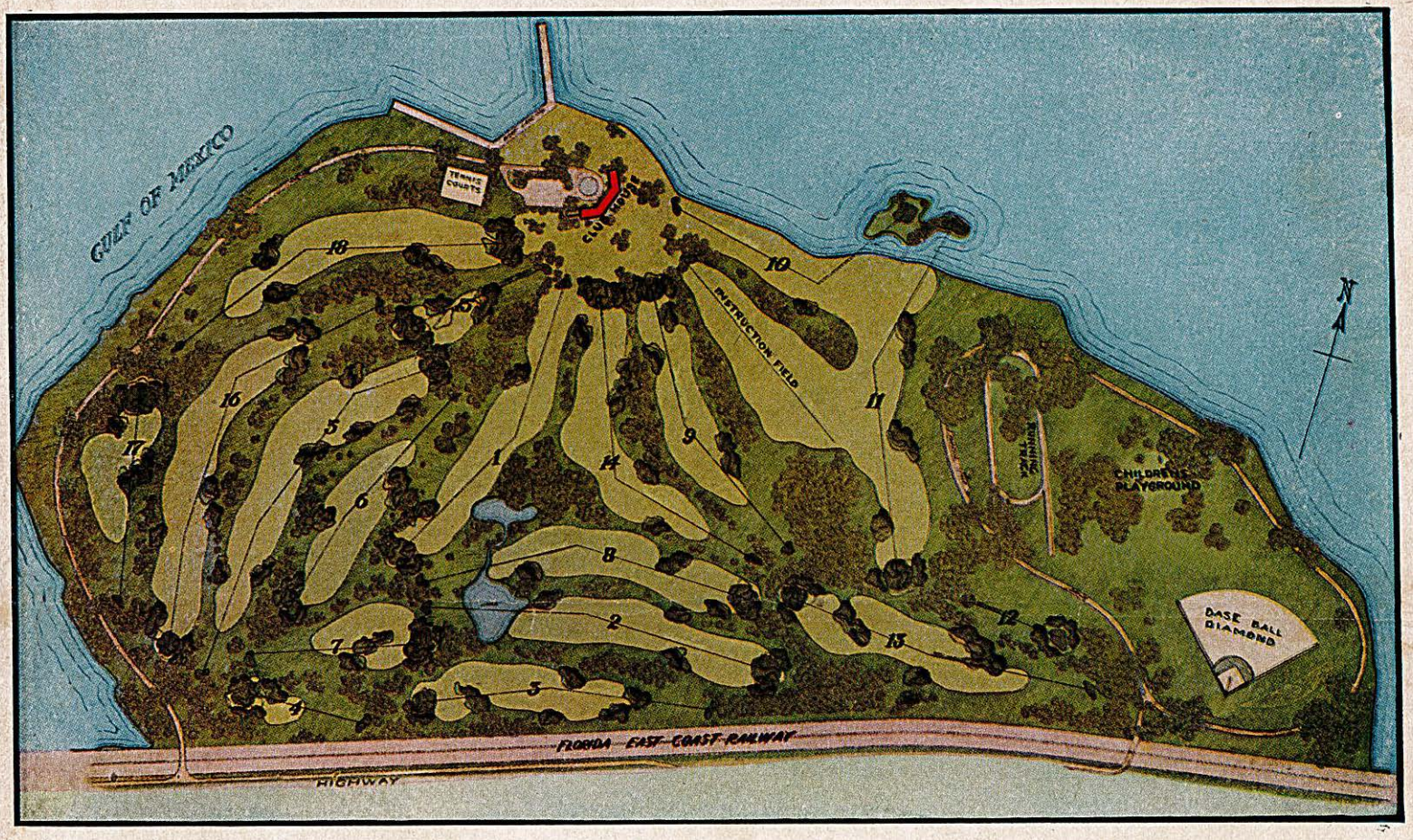
Investment opportunities here are superb. Property values have rocketed upward steadily since spring, when land on the keys averaged $300 an acre. Prices now range from $1,000 to $25,000 according to location. The presence of elaborate developments of winter colonies along the entire chain has so greatly enhanced adjoining property that prices on acreage which scaled $500 in May can not now be bought for less than $5,000. As these developments progress toward ultimate completion, including golf courses, club houses, winter homes, city units with utilities equal to that of city service, yachting piers, and other improvements incorporated in plans for these areas, prices on those islands continue to increase. Key West is included in this prosperity where property that was purchased for a few hundred dollars is now selling for thousands. A business site disposed of for $20,000 last spring was resold at $40,000, only a few months later.

Although vast moneyed interests are at work devising fairylike recreational and winter-resort colonies from one end of the Florida Keys to the other, there are as marvelous opportunities here for small investors who may deal profitably in parcels of city lots or limited tracts, as there are for capitalists or financiers. Key West and the Florida Keys are yet in the initial stages of development, with no undue inflation of property values. It is now a land of roseate promise to the small and large investor alike. As a site for winter homes, par excellence, Key West has no equal, and property for this purpose is within the grasp of all.



A KEY TOWN

Oval: One of the Many Sand Beaches Shaded by the Coconut Palm, a Common Sight Along the Florida Keys



Map of 18-hole golf links under course of construction, at a cost of $150,000. This course is located on Stock Island, adjacent to the island of Key West and about four miles from the city. Nine holes of this links are in perfect playing condition and hazards there are said to be especially interesting, adding zest to the game. Upon this links, which is hewn out of the coral rock, a ball may be driven from the Atlantic Ocean to the Gulf of Mexico at one stroke. Paralleling this velvety course are the opalescent waters of tropic seas, vistas of its chameleon-like beauty being revealed through rifts in the shrubbery as the player goes round. In Key West's superb tropical climate golfers find it possible to play the course in summer attire freed of the burden of sweaters or other heavy swathing. Fanned by invigorating breezes from the nearby sea, warmed by a beaming sun, golf here is the game ideal.

CARD OF THE COURSE

HOLE	YARDS	PAR	HOLE	YARD	PAR
1	400	4	10	340	4
2	435	4	11	460	5
3	355	4	12	120	3
4	150	3	13	385	4
5	500	5	14	425	4
6	325	4	15	180	3
7	210	3	16	540	5
8	415	4	17	250	4
9	370	4	18	445	4
	3160	35		3145	36

TOTAL 6305 YARDS - PAR 71

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